PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Davies **DATE:** February 13, 1992

FROM: Karen Eisen

SUBJECT: Marketing Perceptions $9,050.00 - Vantage Ultra Lights

PROJECT:
Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc.and Philip Morris to conduct two focus groups in Memphis, TN - Vantage Ultra Light.

BUDGET:
The cost of conducting this research is $9,050.00+/- 10% and will be covered by the 1992 Consumer Research budget.

COMPETITIVE BID:
No competitive bids were obtained due to the urgency of this project.

Dave Beran _____ David Davies _____

/mc

/Karen.
I retyped with changes which are marked on attached. Please incorporate in future agreements.
Tnx Amy.

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